Source: https://www.industrydocuments.ucsf.edu/docs/hgjn0004

BENSON & HEDGES

RECOMMENDED NEWSPAPER LISTING

ROP #	MARKET (PM T.A.)	PUBLICATION	CIRC	RATE	GROSS COST	4 COLOR?	ADD'L COST	TTL COST/INS	TOTAL YEAR # OF INS	YEARLY TOTAL
1	ATLANTA (2J0)#	ATLANTA INQUIRER*	6,000	$31.13	$2,179.10	YES	$0.00	$2,179.10 $2,179.10	3	$6,537.30 $6,537.30
2	BIRMINGHAM* (2K0)	BIRMINGHAM TIMES*	16,500	$15.75	$1,102.50	YES	$0.00	$1,102.50 $1,102.50	5	$5,512.50 $5,512.50
3	CHICAGO (4L0)	CHICAGO DEFENDER*	33,000	$20.72	$1,450.40	YES	$1,170.40	$2,620.80 $2,620.80	5	$13,104.00 $13,104.00
4	DALLAS/FT WORTH (3N0)	DALLAS WEEKLY*	50,400	$26.22	$1,835.40	YES	$0.00	$1,835.40	5	$9,177.00
		TEXAS TIMES*	50,000	$28.35	$1,984.50	YES	$0.00	$1,984.50 $3,819.90	5	$9,922.50 $19,099.50
5	HOUSTON (3Q0)	HOUSTON INFORMER*	22,586	$36.69	$2,568.30	YES	$0.00	$2,568.30 $2,568.30	3	$7,704.90 $7,704.90
6	JACKSONVILLE, FLA(2M0)	THE JACKSONVILLE ADVOCAT	20,045	$16.28	$1,085.00	YES	$802.97	$1,887.97 $1,887.97	5	$9,439.85 $9,439.85
7	LAKE CHARLES, LA	NO IDENTIFIABLE AFRICAN AMERICAN ROP IN THIS MARKET.								
8	MIAMI (2Q0)	MIAMI TIMES*	22,524	$19.11	$1,337.70	YES	$0.00	$1,337.70	5	$6,688.50
		FT. L'DALE W'SIDE GZZETE*	20,266	$14.89	$1,042.30	YES	$0.00	$1,042.30 $2,380.00	5	$5,211.50 $11,900.00
9	NEW YORK (1H0)	AMSTERDAM NEWS	50,000	$44.84	$3,138.80	YES	$1,945.64	$5,084.44	5	$25,422.20
		N.Y. DAILY CHALLENGE*	70,000	$48.20	$3,374.00	YES	$0.00	$3,374.00 $8,458.44	5	$16,870.00 $42,292.20
10	ORLANDO (2O0)	ORLANDO TIMES*	11,000	$12.60	$882.00	YES	$0.00	$882.00 $882.00	5	$4,410.00 $4,410.00
11	PENSACOLA	PENSACOLA VOICE*	32,354	$23.63	$1,575.00	YES	$494.13	$2,069.13 $2,069.13	5	$10,345.65 $10,345.65
12	ST. LOUIS (3A0)	ST LOUIS AMERICAN*	31,663	$21.42	$1,499.40	YES	$0.00	$1,499.40	5	$7,497.00
		ST LOUIS SENTINEL*	19,500	$18.94	$1,325.80	YES	$0.00	$1,325.80 $2,825.20	5	$6,629.00 $14,126.00
13	WASHINGTON (2B0)	BALTIMORE TIMES*	50,000	$43.58	$3,050.60	YES	$0.00	$3,050.60	5	$15,253.00
		AFRO-AMERICAN GRP*	40,000	$79.87	$5,590.90	YES	$0.00	$5,590.90 $8,641.50	5	$27,954.50 $43,207.50
	TOTAL	TOTAL CIRC:	545,838					$39,434.84		$187,679.40

* NNPA MEMBER

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